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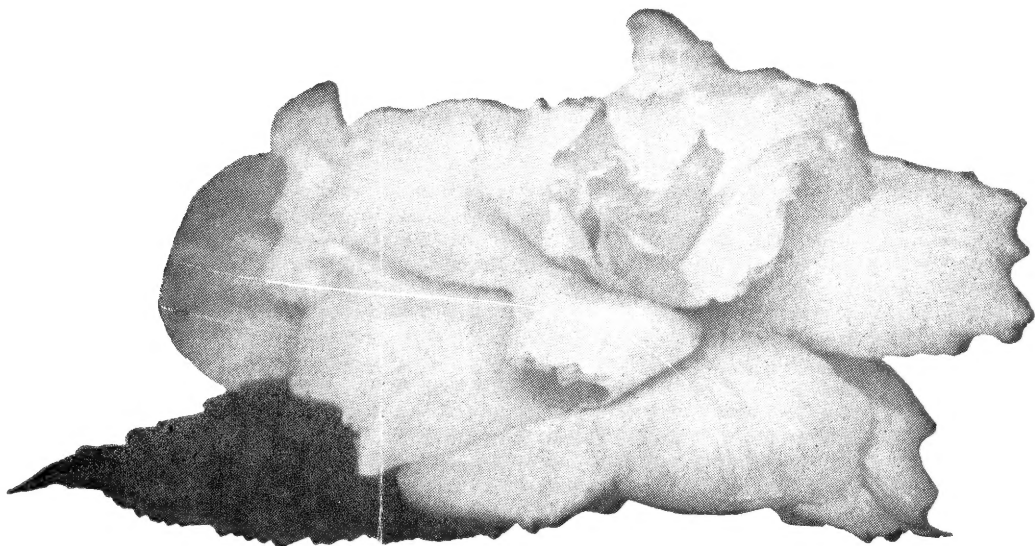
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Price List
And Cultural Information

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LOWE'S

Tuberous Rooted Begonias
And Companion Shade-Loving Plants



LOWE'S
CARLTON E. LOWE

**GREENHOUSES
AND GIFT SHOP**

[On the west side of Route 306, one-fourth mile north of Route 422.]

Phone: Bainbridge 1750 • • Mail: Chagrin Falls, Ohio

WE DELIVER OR TELEGRAPH FLOWERS ANYWHERE

Growing Begonias - A Result of World War I

The business of growing Tuberous Rooted Begonias from seed in this country was an idea I picked up in Belgium while in the American Army during World War I. Upon my return from service, I imported seed and started trying to grow Tuberous Rooted Begonias. After eight years of discouraging trials I at last produced a few plants that bloomed. Then, by constant vigilance and some help from very good friends, I succeeded in putting the Tuberous Rooted Begonia across in this country.

By constantly working with the shade-loving Tuberous Rooted Begonia, I began to realize that there are a great many shady places around a home that have been neglected, so am trying to help those in that predicament by growing all the good shade-loving annuals I can find. I wish to express my sincere thanks to those customers who have so kindly recommended the Tuberous Rooted Begonia to their friends and have referred them to Lowe's.

Barton E. Lowe.

Garden and Service Club Lectures

We have compiled an illustrated talk on Tuberous Rooted Begonias and shade-loving companion plants which is available to garden clubs and groups interested in cultural information or civic and service clubs that are interested in a program with something different and entertaining.

The program consists of a movie and lecture which usually takes about an hour after which I will be glad to answer any questions relative to the subject discussed. These talks are available at all times of the year except during May or June. Usually the summer months are most suitable, for, at that time we have plenty of bloom with which to prove our story.

There is a charge for these lectures, for transportation, and a small fee which we use to constantly increase and improve film.

Cultural Information - Tuberous Rooted Begonias

This is what experience has taught us as the most successful culture of Tuberous-Rooted Begonias in the northern half of the United States, especially in and around the region of the Great Lakes:

WHEN TO PLANT

The plants, when started, should not be planted outdoors until June 1, as a sudden drop of temperature that we are apt to have before June 1, would give them a very definite check. This can be avoided by waiting a few days longer for more settled weather.

WHERE TO PLANT

They must be planted in shade, receiving good light but no direct sunlight — the north side of a wall, hedge or building or under trees, provided the branches are not too close to the ground where the light is broken up by filtering through leafy branches. They also must have good air-circulation but dislike strong wind, as that may snap the stems at top of the soil. It is

well, on planting outside, to stake immediately, especially if they receive any amount of breeze, for the continual swaying is apt to injure cells at top of ground, and with an excessive rainy spell thereby provide an entrance for damp-off fungus. By keeping them staked, this can be nearly all prevented.

SOIL

The plants require a porous, well-drained soil such as 1-3 stone or gravel (garden pea to hickory nut in size), 1-3 clay loam, 1-3 rotten cow-manure or Peat Moss. If cow-manure is not available, use Peat Moss for humus and then add 1 pound Super Phosphate to 1 bushel of soil.

(Continued on page 4)

New NOVELTIES

*Available in Limited
Quantities*

ORDER EARLY



Rose Form Novelties

The classical and most beautiful form of Tuberous Begonias has reached, in the last few years, a standard of quality beyond expectations. This year's progress has enabled us to offer a limited quantity of bulbs for sale. These are chosen during the flowering season and staked and harvested separately from the other bulbs to insure quality and trueness to form.

This year available in mixed colors only:

Bulbs No. 1 size 1½ to 2 inches \$1.00 each, \$10.00 per dozen.

Bulb grown plants in 5 inch pots \$2.00 each; \$20.00 per dozen.



Ruffled Novelties

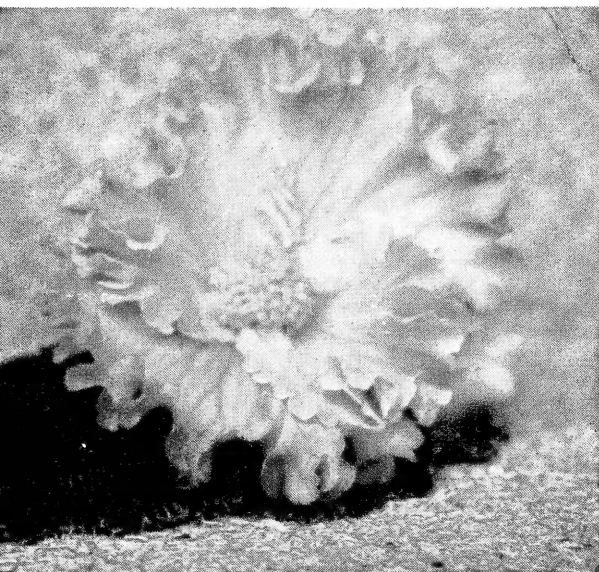
This is a form of the Tuberous Rooted Begonia that has been created by the interbreeding of the camellia and Fimbriata Plena types. This group has reached perfection of new forms, sometimes resembling the camellia type or at times like the huge Fimbriata Plena.

For beauty and variation they are rivaling all other types. These bulbs are carefully selected and marked during the blooming season and harvested separately to insure the maintenance of quality.

This year available in mixed colors only:

Bulbs No. 1 size 1½ to 2 inches \$1.00 each, \$10.00 per dozen.

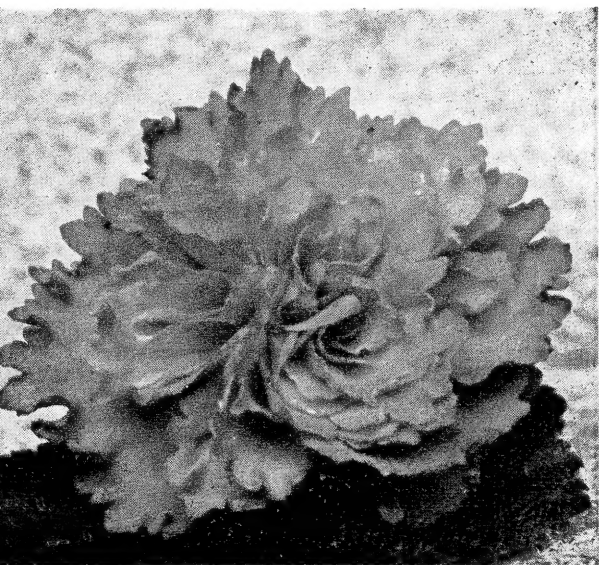
Bulb grown plants in 5 inch pots \$2.00 each, \$20.00 per dozen.



FASCINATION SINGLE FRILLED TYPE

This is the showiest of all the single types, although the blooms are not as large as the plain single. Its striking color combination and ruffled edge make up for its slightly smaller size. It has a two color effect, center $\frac{3}{4}$ of the bloom being white with a pink or red border or yellow with a reddish bronze border. These two colors are not as yet separated.

Bulbs at 35c each, \$3.85 per dozen, or bulb grown plants at \$1.00 each, \$10.00 per dozen.



FIMBRIATA OR CARNATION TYPE

This variety strongly resembles the carnation as its name implies although larger in most instances and available in greater variety of color. Excellent for bridal bouquets. Available in the colors and sizes shown: →

CULTURAL INFORMATION

(Continued from page 2)

WATER AND FEED

These plants are heavy feeders and can take a good deal of water, as the succulent-type foliage will indicate — but I would advise growing on the dry side until experience has taught how much water they should receive. If you want to give supplementary feeding, I find that liquid cow-manure-water, applied once a week from forepart of July on, is very beneficial or Liqua Vita every 2 weeks. However, I find that more damage is done by over-feeding than by under-feeding. When first planted outdoors, keep surface of soil only moist until the plants have become well established, then heavier waterings may be justifiable.

CULTIVATION

One very important thing to remember with regard to cultivation is that it is best to just pull the weeds that grow around the plant, but do not disturb the soil any more than is necessary. Don't hoe or loosen the soil around the plant, trying to get rid of weeds that way, as the Tuberous-rooted Begonia is a very shallow-rooted plant and any disturbing of the soil surface is bound to break or injure a good many of the small feeding roots of which some will appear at the surface. So don't cultivate; just weed.

BUD DROP

As the season advances and we run into hot dry weather, oftentimes buds form but drop before they have opened, and this is due almost entirely to the lack of humidity in the air. This can be overcome to a great extent by spraying the blooms and foliage with a fine misty spray once or twice a day, raising the humidity around the plant. Don't spray enough for much water to reach the soil. This is the main reason why the Tuberous-rooted Begonia does not make a good house-plant—the atmosphere is altogether too dry in the average home.

White, Yellow, Blush, Pink, Rose, Apricot, Orange, Dark Red, Scarlet, Salmon, Dark Salmon.

Bulbs No. 1 size, $1\frac{1}{2}$ inch to 2 inches—35c each, \$3.85 per dozen, \$30.00 per hundred.

Bulb grown plants, \$1.00 each, \$10.00 per dozen, \$80.00 per hundred.

Seedling plants 35c each, \$3.85 per dozen, \$30.00 per hundred.

BLOOM

The Tuberous-rooted Begonia blooms appear in clusters of two or three to the stem, the larger center one being the male bloom and the other two side ones being the female. The female blooms very rarely have more than five petals, regardless of variety, and are a great deal smaller. They are not essential because both male and female blooms lack honey and odor, and do not attract the bees, which, in turn, do not carry pollen, and so it is very rarely that the female bloom develops seed under these conditions. Therefore, to get the best and biggest bloom, remove the small female bloom as soon as possible. In other words, disbud as you would roses or chrysanthemums. This will increase size and lasting qualities greatly.

AS CUT FLOWERS

If Begonias are to be used as cut flowers, pick early in the morning, leaving at least $\frac{1}{2}$ -inch of stem on plant, which will mature and fall off, leaving no open wound. Spray the blooms lightly with water as they absorb more moisture through the petals than through the stem, then place in refrigerator for a period of 2 to 3 hours to help them harden up.

USES

When needed they may be removed and used for table decorations, bridal bouquets, corsages, etc., holding up much longer than any other flower at this time of year. If they become wilted some during the day's wear, spray again with water and place in ice-box to revive. It is possible to use same corsage two or three times.

BLOOMING PERIOD

The Tuberous-rooted Begonia will bloom from planting-time until frost cuts it down in the fall, increasing in size and in number of blooms as the season advances.

DOUBLE PICOTEE

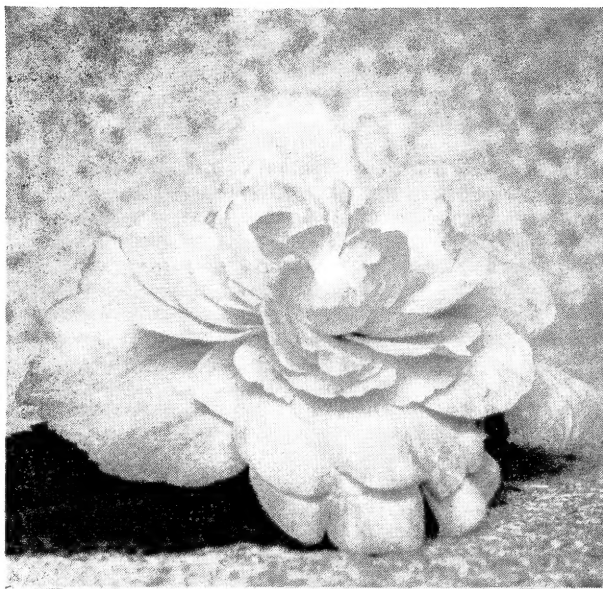


This is a camellia flowered type with more than one color in each bloom, either mottled, pencil lined, or margined. No two blooms are exactly alike. This variety is listed by heaviest shadings in each bloom, there being an undetermined lighter contrasting shade accompanying it. Available in the following shades and sizes: Pink, rose, salmon, apricot, red.

Bulbs No. 1 size $1\frac{1}{2}$ to 2 inches 35c each, \$3.85 per dozen, \$30.00 per hundred.

Bulb grown plants \$1.00 each, \$10.00 per dozen, \$80.00 per hundred.

Seedlings 35c each, \$3.85 dozen, \$30.00 hundred.



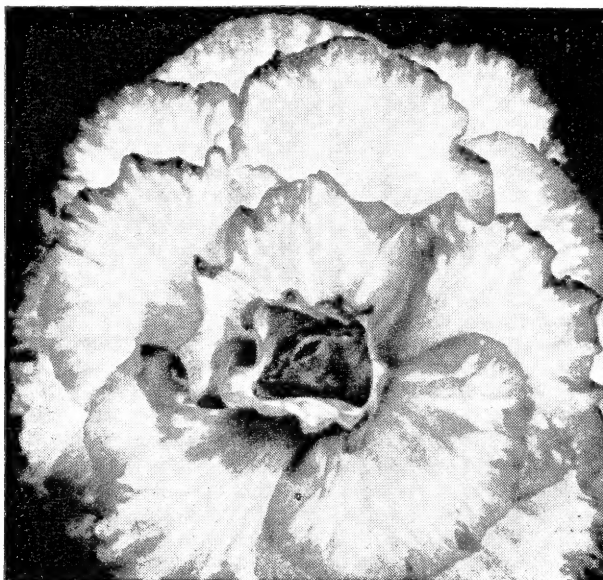
GIANT DOUBLE OR CAMELLIA TYPE

This is by far the most popular of the tuberous rooted begonia family. Breath-taking in its loveliness, often resembling a giant rose, gardenia or camellia. Available in the following colors and sizes: White, blush, pink, rose, apricot, yellow, orange, dark red, scarlet, light salmon, dark salmon, American beauty, crimson rose, flame orange.

Bulbs No. 1 size, $1\frac{1}{2}$ to 2 inches 35c each, \$3.85 per dozen, \$30.00 per hundred.

Bulb grown plants \$1.00 each, \$10.00 per dozen, \$80.00 per hundred.

Seedlings 35c each, \$3.85 dozen, \$30.00 hundred.



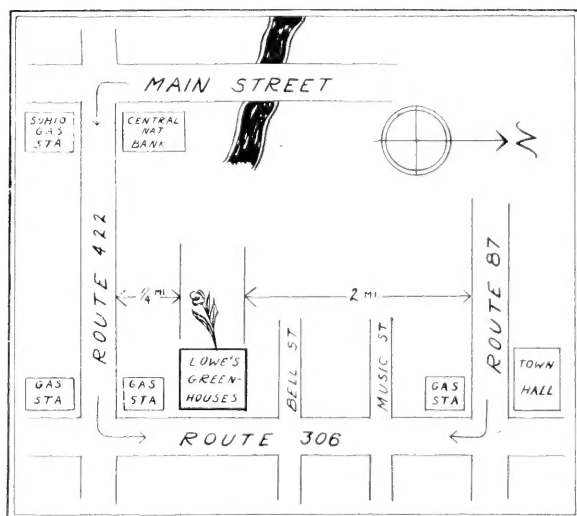


BEGONIA MULTIFLORA NANA

This group of tuberous rooted begonia is not altogether new but until recently has been little grown in America. They have a dwarf bushy growth and are covered all summer with a mass of small flowers and we find they will stand a trifle more sunlight and a little drier atmosphere which makes them very suitable as shady porch-box material, and as a border for the large-flowered tuberous begonia beds. Available in the following colors and sizes: Red, Yellow, Apricot.

Bulbs No. 1 size $1\frac{1}{2}$ to 2 inches 35c each, \$3.85 per dozen, \$30.00 per hundred.

Bulb grown plants \$1.00 each, \$10.00 per dozen, \$80.00 per hundred.



HOW TO REACH

LOWE'S GREENHOUSES and NURSERY

Follow State Route 422 to State Route 306, 3 miles East of Chagrin Falls, Ohio; turn North. The greenhouse is about $\frac{1}{4}$ -mile down on the west side of the road.

MATURING

Normally, the plants mature about the middle of November, but in most localities we have frost much before that time and therefore the bulbs are not mature, making it very difficult to carry them through the winter, so people have begun, in many cases, to consider them as annuals, trying to carry over all the bulbs possible, but realizing they are not apt to have much success.

STORAGE

If desirous of carrying over some special or individual bulb, try, by digging plant before frost with a large ball of soil, and potting or placing in a box and gradually withhold water until growth has died down entirely. Then remove from soil, wash off, taking care not to bruise tuber, dry in sunlight for a day or two, and store in open boxes or baskets in a cool dry place, being sure all particles of stem are removed.

DON'T START THE BULBS TOO EARLY

The latter part of April or forepart of May is soon enough to start the bulbs in the house or greenhouse. Never plant outdoors until after June 1st in Northern United States.

Plant the bulbs in clear sand or sand and peat or other light soil medium. Place about 2 inches of this sand in the bottom of a pot or flat, then place the bulbs on this sand about 1-inch apart each way and cover the bulbs, about $\frac{1}{2}$ -inch deep. If the bulbs have started to sprout when you are ready to plant, you will plant with the sprout or new eye up, but if the bulbs are still dormant and show no new growth, place the rounded or concave side down; then cover with sand, water well and place in a room temperature of from 65-75 degrees. Keep the sand damp and your bulbs should show signs of growth in two to four weeks. They will not all start to grow at the same time, some may take as long as six weeks.

When the new growth has started and is up about 1-inch carefully remove the bulbs from the sand and pot in a 4 in. or 5 in. pot in the regular soil mixture and keep in an East, West or North window until time to plant outdoors about June 1st. Their care from here on is the same as described above.

CUT FLOWERS BY MAIL

Tuberous rooted begonias are unexcelled as summertime cut-flower material because of their lasting qualities. They last from five to ten days if floated in rose-bowls or shallow plates of water. Also wonderful material for corsages, brides' and bridesmaids' bouquets. The Camellia and Fimbriata types are preferred because of their slightly longer lasting qualities.

We ship freshly cut flowers from July 1 until frost to any place in the United States. Specially packed, between layers of waved paper, blooms are sprayed to allow moisture absorption through the petals. Except in excessively hot weather, these boxed blooms will carry 48 hours in transit.

Boxes are normally made up of 8 blooms at 50c per bloom, plus postage.



GLOXINIA

This bulb plant has some of the characteristics of the Tuberous Rooted Begonia but is from an entirely different family. The Gloxinia is a house plant and cannot stand outdoor treatment. As a summer-time house plant, Gloxinias give a profusion of brilliantly colored blooms.

Emperor Frederic. Scarlet, white border.
Blanche de Meru. Pink.

Emperor William. Violet, bordered white.
Reine Wilhilmia. Dark Pink.

Violacea. Soft Violet.

Waterloo. Center blackish purple, border bright carmine.

Roi des Rouges. Dark red.

Etoile de Feu. Light scarlet.

Mont Blanc. White.

Tigrina. Tigered and spotted.

Dry bulbs or tubers 1 to 2 inches No. 1 size
35c each, \$3.85 dozen.

Potted plants available all summer.

Gloxinia Cultural Directions

Except for being a house plant only, the Gloxinia is similar in culture to the Tuberous Rooted Begonia and has the same soil and shade requirements. When received, Gloxinia plants should be changed to a larger pot and kept in the house in an eastern, western or northern exposure. Water should be poured on the soil and allowed to drain through, using care not to get it on the leaves. It is well to spray plants with a Nicotine solution to prevent thrip and aphids. When plants finish blooming, withhold water gradually and set potted plant aside in a cool, dry place and forget until February or March when they may be started again.

If Using Bulbs—when the new sprout appears, start the bulb in sand until well-rooted and then pot and treat as above.

MINIMUM ORDER FOR PLANTS

One dozen plants is the minimum order for shipping Tuberous Rooted Begonias, Gloxinias, Torenia, Browallia, Heliotrope, etc.

OUR RESPONSIBILITY

It is manifestly impossible for a seller of any perishable article to be responsible for what may happen to it after it leaves his hands, so in case of damage through shipment or delay in transit, claims of this nature must be made to the Railroad Company upon receipt of the goods.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold upon receipt of order.

TRUENESS TO NAME AND COLOR

No warranty can be made as to trueness to color and type, but all possible precautions are taken to insure same. In no case will we be responsible for more than the purchase price of the stock.

PARCEL POST

Bulbs will be sent by Parcel Post, postage paid. From March 1st through April and May.

SHIPMENT BY EXPRESS

Seedling plants and bulb grown plants will be shipped by express, charges collect, starting June 1st to July 1st.

WE DO NOT SEND PLANTS BY MAIL

PLANT PACKING CHARGE

Plants are carefully packed as follows: the clay pots are removed and the ball of soil carefully transferred to a paper pot. Then each plant is individually wrapped, and packed upright in well-ventilated crates.

Packing and crating charge of 25c per dozen plants will be made.

NOTICE

Prices are subject to change without notice.

Ohio Customers Add 3% Sales Tax

VISITORS

We invite you to view the display of Tuberous Rooted Begonias and companion shade plants in our lath house. The display is ready from the middle of July until frost. Gift Shop open to show arrangements of bloom in suitable bowls and containers. We are open weekdays 8:00 A.M. until 5:00 P.M.; Sundays—April through October—9:00 A.M. until 5:00 P.M.

COMPANION SHADE LOVING PLANTS

FUCHSIA

There is no more satisfactory shrubby plant for partial shady area of your garden than the Fuchsia. It may be grown in every State in the Union. Many varieties bloom continuously from Spring until late Fall. With its almost endless variety of types and forms, its single and double flowers ranging in size from that of a tiny lilac blossom to flowers five inches long, and a color range from white through the entire gamut to violet, it is little wonder that again it is fast coming into its own. Some varieties work well as background for the Tuberous Rooted Begonias; some make wonderful hanging baskets, for the shade; some, grown as trees, make accent points in the shady formal garden.

From May 10th on, we will have Fuchsia in four-inch pots at \$1.00 and up each.

FANCY LEAVED CALADIUMS

The exotic tropical foliage plant with gorgeous coloring, providing a brilliant subject unexcelled for many uses. Taking little care, they are ideal for the home, hotel, store or office. Use them for pot plants, window boxes, plant arrangements, and out-of-doors around pools and bog gardens, or in shady damp places for color. Available from May 10th on. Large plants at \$1.00 to \$4.00 each.

HELIOTROPE ROYAL FRAGRANCE

This is another old plant which has lost favor because people planted it in the sun, but is now rapidly coming into its own again when planted in partial shade. As long as Tuberous Rooted Begonias have no odor nor blue shades in their color range we suggest using a Heliotrope, Royal Fragrance (the most sweet scented and darkest blue) planted in the same bed to give contrasting blue and the sweet Heliotrope odor. Truly one of the old favorites that still can not be surpassed if planted in partial shade. Ready May 30th. 2½-in. pot-grown plants 25c each or \$2.50 per doz.

TORENIA FOURNIERI

An annual that thrives in either shade or sun. The bloom looks like a cross between a snapdragon (with the tube like structure) and a viola with sky blue, dark blue, and

white markings. This is another blue flower that combines well with the Tuberous Rooted Begonia, both as an edging for Begonias and as a cut flower.

This is one of the lesser known annuals that we never seem to have enough of.

Plants are ready about May 30th. 2½-in. pot grown plants 25c each or \$2.50 a doz.

BROWALLIA SPECIOSA MAJOR

Another blue annual that grows equally well in sun or shade. The flowers are a bright blue with a small amount of white in the throat, and exceedingly good as a cut flower, with stems from 6 to 12 inches long. They work in well with most all short stemmed flowers to give that real blue which we sometimes have difficulty in finding, especially for table arrangements in the summer. Growing height about 2-ft. Available from May 30th on. 2½-in. pot grown plants 25c each or \$2.50 a dozen.

CORAL OR BEDDING BEGONIA

The common type bedding begonia that needs some shade to do its best. Works exceedingly well as a low border or edging plant for shade with lots of color. Available in red, pink and white. Ready about May 30th. 2½-in. pot grown plants, 25c each or \$2.50 per dozen.

A Partial Listing of POTTED OR FLATTED ANNUALS FOR SPRING

Hunnemannia, Sunlite (Potted only) a wonderful yellow bedding plant for full sun. The best poppy for cut flowers.

Verbena Venosa combines wonderfully well with Hunnemannia in a bed, giving the blue and gold effects. This is a lavender blue verbena that grows upright.

Ageratum Midget Blue. Potted or flattened. Snapdragons Tetra. Giant. Flatted.

Petunia. All types and varieties grown. Separate colors. Potted or flattened.

Zinnia. Giants in separate colors or mixed. Potted or flattened.

Aster, Centurea, Coleus, Geranium, Dahlia, Marigold, Pansies, Salvia and Verbena.

VEGETABLES — Potted or flattened in season — Tomato, Pepper, Cabbage, Broccoli, Egg Plant, Lettuce (head).
